



360 PR now representing pureTAN®

360 PR are excited to announce that effective immediately they will be representing the iconic and pioneering Australian tanning brand, pureTAN®. The brand was recently acquired by Chemcorp International, the owners and distributors of leading beauty brands including 1000 Hour, Real Techniques, EcoTools and SpaScriptions to name a few. Launched in 2003, pureTAN® was the original salon-profession spray tan in a can. Developed by salon-tanning experts Danielle and Michael Fletcher, the brand was formulated to provide customers with a natural, nourishing tanning product that wouldn't dry out the skin or leave a lingering fake-tan smell. In 2020, pureTAN® remains true to its original ethos. The hydrating, plant-based formulation comes with a product promise of no nasty chemical ingredients including no Parabens, no Sulphates, no Animal Testing, and no GMOs. And the brand's unique Base Blend technology, which works with individual skin tones, ensures the perfect tan for everybody, every time. For any questions or product requests, please contact Lisa Solomons from 360 PR – lisa@360pr.com.au or 02 9571 4448/0416 175 518.

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